

### ABSTRACT OF THE DISCLOSURE

A liquid crystal display device that displays an image by inputting  $n$  ( $n$  is a natural number) bit digital signals has  $n$  memory circuits in each pixel. The  $n$  memory circuits store  $n$  bit digital signals, which are converted into corresponding  
5 analog signals by a D/A converter provided in each pixel so that the analog signals are inputted to a liquid crystal element. Therefore, when a still image is to be displayed, the stored digital signals are repeatedly used once the digital signals are written in the memory circuits. During the still image is displayed, a source signal line driving circuit and other circuits can stop their driving. Power consumption of  
10 the liquid crystal display device thus can be reduced.

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